

## **AMENDMENTS TO THE CLAIMS**

Please accept amended Claims 1 and 5 as follows:

1. (Currently Amended) A server for managing the retail sales of a product across a communication network comprising:

retail sales state management means for managing retail sales state information of a product, wherein the retail sales state information of the product comprises a history of retail sales of the product including a purchase time and a purchase price for each sale of a product unit of the product;

price setting means for dynamically setting a current retail price of said product upon completion of each sale in accordance with rules that specify conditions and parameters to determine changes in the retail price of the product based on the retail sales state information of said product; and

product information provision means for, upon the receipt of an information request regarding said product from a user via said communication network, furnishing the user with product information concerning said product and said current retail price of said product, wherein the changes in the retail price of the product are predetermined and selected by the price setting means according to a predetermined number of prior sales corresponding to the predetermined changes in the retail price.

2. (Previously Presented) The server according to claim 1, further comprising:

price trend information provision means for generating, in accordance with current retail sales status information of said product, trend information concerning trends affecting changes

to the current retail price of said product, wherein said trend information is at least a portion of the product information that is furnished to the user in response to said information request.

3. (Previously Presented) The server according to claim 1, wherein the rules specify conditions and parameters for changing the retail price of the product according to a number of product units sold, wherein said price setting means can dynamically set a current retail price for said product by evaluating said rules using relevant information from the retail sales state information or from current retail sales status information or both, where the retail price of the product increases as the number of product units sold increases and where the retail price of the product decreases as the number of product units sold decreases.

4. (Canceled)

5. (Currently Amended) A server for charging for and providing digital content via a communication network comprising:

sales state management means for managing sales state information regarding sale of said digital content, wherein the sales state information of the digital content comprises a history of accesses of the digital content product including a time and retail charge for each access of a unit of the digital content;

price setting means for dynamically setting a current retail charge for accessing said digital content upon completion of each access of a unit of the digital content in accordance with rules that specify conditions and parameters to determine the retail charge of the digital content and to determine when to change the retail charge and an amount of change in retail

charge of the digital content based on the sales state information of said digital content and with current sales status information of said digital content; and

information provision means for, upon the receipt of an information request regarding said digital content from a user via said communication network, furnishing the user with digital content information concerning said digital content and said current retail charge for accessing said digital content, wherein the changes in the retail charge of the digital content are predetermined and selected by the price setting means according to a predetermined number of prior accesses corresponding to the predetermined changes in the retail charge.

6. (Previously Presented) The server according to claim 5, further comprising:

price trend information provision means, for generating, in accordance with said current sales status information of said digital content, trend information concerning trends affecting changes to the current retail charge for accessing said digital content wherein said trend information is at least a portion of the digital content information that is furnished to the user in response to said information request.

7. (Previously Presented) The server according to claim 5, wherein the rules specify conditions and parameters for changing the retail charge according to a number of accesses of said digital content, wherein said price setting means dynamically sets said current retail charge for accessing said digital content by evaluating said rules using relevant information from the sales state information or from the current sales status information or both, where the retail charge for accessing the digital content increases as the number of accesses of said digital content

increases and where the retail charge decreases as the number of accesses of the digital content decreases.

8. (Previously Presented) The server according to claim 5, wherein the rules specify conditions and parameters for changing the retail charge according to ranking information regarding a popularity or evaluation of the digital content, wherein said price setting means can dynamically set the current retail charge for accessing said digital content by evaluating said rules using the ranking information, as well as relevant information from the sales state information or from the current sales status information or both, wherein the retail charge increases as a ranking of the digital content increases and wherein the retail charge decreases as the ranking of the digital content decreases.

9~19 (Canceled)

20. (Previously Presented) The server according to claim 3, wherein the rules specify conditions and parameters for increasing the retail price by a specified amount when a specified number of products units are sold, and decreasing the retail price by a specified amount when a specified number of products units have not been sold within a specified period of time.

21. (Previously Presented) The server according to claim 3, wherein the rules specify conditions and parameters for increasing the retail price by a specified amount when a specified number of products units are sold within a specified period of time, and decreasing the retail price by a

specified amount when a specified number of products units have not been sold within a specified period of time.

22. (Previously Presented) The server according to claim 1, wherein the rules specify conditions and parameters for changing the retail price according to ranking information regarding the product, wherein said price setting means can dynamically set the current retail price for the product by evaluating the rules using the ranking information, as well as relevant information from the retail sales state information or from the current retail sales status information or both, where the retail price of the product increases as a product ranking increases and where the retail price of the product decreases as the product ranking decreases.

24. (Previously Presented) The server according to claim 22, wherein the ranking information is based on a retail sales ranking of the product or a popularity ranking of the product.

24. (Previously Presented) The server according to claim 7, wherein the rules specify conditions and parameters for increasing the retail charge by a specified amount when the digital content has been accessed a specified number of time, and decreasing the retail charge by a specified amount when the digital content has not been accessed a minimum number of times within a specified period of time.

25. (Previously Presented) The server according to claim 7, wherein the rules specify conditions and parameters for increasing the retail charge by a specified amount when a specified number of accesses of the digital content occur within a specified period of time, and decreasing the

retail charge by a specified amount when a specified number of accesses of the digital content have not occurred within a specified period of time.